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(54) **SOCIAL VOTING-BASED CAMPAIGNS IN SEARCH**

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CPC ..... **G07C 13/00** (2013.01); **G06F 17/30699** (2013.01); **G06Q 30/02** (2013.01); **G06Q 30/256** (2013.01); **G06Q 50/01** (2013.01); **G06Q 30/0224** (2013.01)

(58) **Field of Classification Search**

None

See application file for complete search history.

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(57) **ABSTRACT**

Methods, systems, and apparatus, including computer programs encoded on a computer storage medium, determining that a voting user interface (VUI) is to be provided with search results, the VUI enabling a user to submit one or more votes in a voting-based campaign; receiving social content, the social content having been distributed using one or more social networking services; receiving search results that are responsive to a search query; and transmitting instructions to display the search results and the VUI, the VUI comprising the social content.

**10 Claims, 7 Drawing Sheets**

